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Facts About the Germans in Canada


BY

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in Canada—"Der Nordwesten" :: President of
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The German-speaking population of
Canada is over 500,000

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The Germans in Canada

Germany Has Been the Battlefield of Europe.

There are few countries in the world whose geographical position compels the inhabitants to continually pay so much special attention to the defence of its boundaries as is the case of Germany.

Ever since the year 9, when the German Prince Arminius annihilated the Roman legions in the Teutoburg Forest, the German nation has played a prominent and foremost part in the affairs of Europe, and of the world.

The Germans were the direct cause of the subsequent downfall of the Roman Empire.

In later years religious strife led to a war which, on account of the havoc it wrought within the boundaries of the German Empire, and, for that matter, outside of them also, may be considered as one of the bloodiest and most disastrous wars the world has ever witnessed. For there is no doubt that the Thirty Years' War, most of the battles of which were fought on German soil, checked Germany's progress to such an extent that other nations had no difficulty, for centuries afterwards, to gain predominance over this dangerous rival.

In that disastrous and fateful war the greater and best part of the nation fell victims to religious fanaticism; whole districts were razed to the ground, and when in the year 1648 peace was at last declared, Germany was a depopulated and impoverished country, ruins and devastation everywhere.

But in spite of this fearful calamity the Germans did not lose courage. True, it took them more than a century to recuperate, to regain their self-confidence. It was that famous soldier, Frederick the Great of Prussia, who made the whole of Europe sit up and take notice that the German nation, under the then beginning leadership of Prussia and the Hohenzollerns, intended to take its place in the councils of the nations.

The Germans in Canada

But, alas, another severe reverse befell Germany. For almost ten years French soldiers were the masters in Germany till Napoleon the First met defeat in Russia and at the battle of Leipzig and was finally crushed at Waterloo by Wellington and Blücher.

More proofs of patriotism and of the desire to free their homes and their country from the oppressors, no nation ever showed than did the Germans in the years 1813 and 1814.

Germany's Emigration.

It is only natural that all these wars were the means of preventing the German nation from increasing its population to such an extent that emigration to other countries became necessary, as it did later on. Nor could Germany then think of acquiring colonies of her own, as all her energy had to be directed to straighten out her internal affairs and develop her own resources. Still, some emigration did actually take place. The religious scruples of the Mennonites (with whom I shall deal later on) caused them to accept the offer of Catherine of Russia to settle in the South of that vast Empire. They and a large number of other Germans who subsequently emigrated to Southern Russia turned large tracts of land there into the most productive agricultural districts of the Czar's domain. And that is why to-day in Canada thousands of people from Russia speak and read German.

The German Exodus to North America Was Over 200,000 Annually.

Although small groups of Germans had now and then emigrated to the United States in earlier days, the actual exodus of Germans to this side of the ocean on a large scale began in the latter part of the first half of the last century. Germany was then, few small industries excepted, purely an agricultural country. Its population was beginning to increase steadily and considerably, so that a great number of the nation were compelled to seek other fields.

In the next three decades following upon the revolution of 1848, the German emigration to the United States increased by leaps and bounds until it had reached, at the beginning of the eighties, the enormous number of more than two hundred thousand annually.

Every Canadian knows what an important part the Germans have played and are still playing in the development of the United States. Outside of Berlin and Hamburg, New York, with a German population of one million (besides 700,000 Hebrews) is to-day the third largest German city in the world. And Chicago is not far behind, whilst other leading cities to the South of us, like St. Louis, Milwaukee, Cleveland, Cincinnati, Buffalo, Detroit, Newark, Rochester, Allegheny, Toledo are over 35% German speaking.

"German Emigration Decreased"—"Industries Grew."

The gradual change of Germany from an agricultural into an industrial country, however, caused, after the period mentioned, a sudden drop of that country's emigration to the United States; and to-day Germany can find, in spite of the constant increase of her population, employment in her factories and industries for almost all her people, so that consequently their desire to improve their circumstances by emigrating to other countries is lessened to a considerable degree. The immigration of Germans from Germany into the United States hardly reaches 20,000 per annum to-day.

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The First German Settlements in Canada

It is unfortunate—for Canada itself no less than for my own countrymen—that the Canadian Government was not able in earlier days to divert more of the German immigration Canadawards.

While I intend to deal with the characteristics and the merits of the Germans later on, I may mention here, that the German as a farmer, as a mechanic and skilled laborer and as a merchant, is inferior to none and superior to many.

One reason why the Germans have hesitated so long to come to this country is, because Canada has until recently been considered by most European countries as a land of snow and ice. When an Englishman like Rudyard Kipling did not hesitate to call Canada "Our Lady of the Snows," how could the people of the European countries be expected to be more enlightened as to actual conditions, which you and I know exist here, of the resources and the possibilities of which you and I are justly proud?

However, even in the earliest days of Canada's history, Germans have found their way to the shores of this vast Dominion and have not hesitated to cast their lot with the early settlers and to found a new home for themselves and their offspring.

In Nova Scotia.

As early as the year 1750, the first German settlement was founded in Canada. It was Lord Edward Cornwallis, afterwards Governor of the Province of Nova Scotia, who brought the first German settlers—they are supposed to have numbered several thousand—to that province, where they were given land in the very outskirts of Halifax and near some of the neighboring bays. These settlers laid the foundation

to the present town of Lunenburg, named after the town of Lüneburg in the present Prussian Province of Hanover.

Another additional German settlement in the above named province took place when the British Government, after the war of Independence with the United States was over, gave the regiment of the Hessian soldiers—their forcible enrolment and subsequent sale to the King of England by one of the German sovereign princes—remains forever a blot on the German history of the eighteenth century—free grants of land in Nova Scotia.

From these first German settlers in Canada are descended some of the most prominent men in the Dominion. Among others, Sir Charles Tupper, Senator Kaulbach, Senator Kirchhoffer, etc. These first settlers assimilated rapidly with their fellow citizens of English and Scotch origin and the consequences were that the language of the Fatherland soon gave way to the English language. But even though the descendants of these first German settlers are to-day in no way any more German except in name, the fact deserves mention that they have taken an active part in the early development of that province and of the Dominion at large.

In Ontario.

No settlement of Germans in Canada of any consequence—except the founding of a German colony of about forty families near Kingston, Ont., who came there in the year 1776 with the United Empire Loyalists, and of about sixty families who settled in about 1793 in the townships of Vaughan and Markham in Ontario—took place before the middle of the last century, or more particularly in the decade previous to the year 1850, when a considerable number of Germans took up homesteads in the counties of Waterloo, Welland, Oxford, Perth, Norfolk, Huron, Brant, Bruce and Grey. They have since spread over the whole Southwestern peninsula of the Province of Ontario. And a more thriving, a more progressive and a more flourishing district than the one mentioned, it will be difficult to find in the whole of the Dominion, or, for that mat-

ter, anywhere on this continent. Any German can with pride point to that which his countrymen in that part of Canada have attained and accomplished. The City of Berlin in the Waterloo county alone stands out prominently as an example of what German enterprise is able to accomplish; it ranks foremost as one of the industrial centres of the Dominion.

At the end of the sixties and the beginning of the seventies a large number of Germans from the Fatherland took up homesteads in the Ottawa Valley between the Madawaska and the Petawawa rivers around the towns of Pembroke and Eganville in the county of Renfrew. Wherever the English, the Scotch, the Irish, or the French-Canadian hesitated to build his shack and to start clearing that wooded and hilly country for the first crop of potatoes or grain, the German showed no fear to gain his ends in spite of the apparently unsurmountable difficulties.

If any of our prairie farmers were asked to-day to pitch his tent on a similar place, he would turn away in disgust.

But the Germans in the Ottawa Valley took up the fight without flinching and they have conquered. The town of Pembroke, the largest and most prominent between Ottawa and the Great Lakes, is to-day as thriving and as busy as any town in the Dominion—thanks to the industry and the progressiveness of the German farmers in the surrounding districts.

The Mennonites in Manitoba and the West.

I have mentioned before that under Catherine of Russia a considerable number of Germans emigrated to Russia and settled in the Southern part of that country. Chief among these were the Mennonites who do not believe in military service and whose religious principles forbid them to take up arms against anybody. The Czarina Catherine assured them exemption from military service, but at the beginning of the seventies of the last century the Russian Government refused any further adherence to the original agreement. The consequence was that the leaders of the Mennonite Colony in Sou-

thern Russia decided that their people were to leave the country.

When the Canadian Government was informed of their intention, Hon. William Hespeler, afterwards German Consul at Winnipeg and Speaker of the Manitoba Legislature, was sent to Russia for the purpose of inducing the Mennonites to come to Canada. Four of their elders were selected to accompany Mr. Hespeler to this country. They arrived in Montreal in June, 1873, and came to Manitoba, in the Southern part of which the Government offered them a reservation of twenty-one townships and guaranteed them permanent exemption from military service. In the following year, as a result of the favorable report of their delegates, 286 families left Russia and took up land in the Southern part of Manitoba. "From then on a steady influx of German Mennonites took place for years."

This and the natural growth of their numbers has meanwhile increased the Mennonite population of Southern Manitoba to such an extent that the original reservation became too small for them and they have since spread over the three Prairie Provinces and British Columbia, taking a very active and highly commendable part in the development of the Canadian West.

There is no doubt that the land given to these people in Southern Manitoba might have been settled on later by other settlers, but a more thrifty, a more industrious and a more successful people than the Mennonites have proven to be for the West, would have been difficult to secure from any other part of the world. And they came to us when the Province of Manitoba and the Northwest Territories were in the very infancy of their development.

The German-speaking People

The German Mennonites deserve credit for their pluck and enterprise in choosing for their home what was then a wilderness, the prosperity of the Canadian West, however, began to attract others from all parts of the world.

While emigration from the German Empire decreases from year to year, there were and there are other countries which have a large German population, such as Southern Russia, Austria-Hungary and Switzerland.

And the large crops of grain which are annually harvested in Western Canada do not fail to impress these people also with the fact that a country able to produce a kind of wheat, the quality of which has never been excelled or even reached by wheat raised in any other part of the world, must be the right place.

A considerable movement of Germans from the above mentioned countries, therefore, set in at the beginning of the nineties in the last century and this stream of immigration of Germans from the various European countries has since increased steadily from year to year, and the ranks of these German farmers have meanwhile been swelled considerably by thousands of German-Americans.

It is estimated that one-fifth of the farmers in the Canadian West are German speaking. And although only a small percentage of them hail from the German Empire, they nevertheless call themselves Germans, not because they are ashamed of the country of their birth, be this the States, Russia, Austria or any other country, but because they belong to the German race. THEY ALL SPEAK THE GERMAN LANGUAGE, it is with them more a matter of sentiment than of geographical boundaries.

In Southern and Western Europe the ties which bind the Germans of the various countries there together, become more and more pronounced on account of the aggressive policy

which the Slavs are at present following up against anything that is German. This and their common language are the means of cementing the Germans of Western Canada into one nationality irrespective of the land of their birth—they are Germans. Hence the existence of the German-Canadian National Alliance.

The German As He Is.

It is an acknowledged fact that the German immigrant as a farmer, as a skilled mechanic and as a laborer is inferior to none and superior to many. And this reputation has been achieved by the Germans in Canada.

It is, of course, only natural that the individual English, Scotch or Irish-Canadian prefers immigration of his own nationality or race respectively. But the Canadian Government sees further and has consequently at all times endeavored to obtain immigrants of other nationalities, of which none are more welcome than the Germans. Why? Simply because the German speaking races adapt themselves as easily and as readily as even the English speaking races to the ways and customs of the Canadian people. In other words, he Canadianizes himself rapidly, because he is intelligent enough to understand that this alone will bring about his success in whatever he undertakes.

Make Good Citizens.

There is no more law abiding and peaceful citizen within the boundaries of the Dominion than the German, whose training in his native country has taught him that the respect for and the maintenance of law and order form one of the chief principles of good citizenship. The judicial statistics of the criminal law courts of Canada will bear me out in this assertion.

Industrious and Thrifty.

What the German Empire has accomplished within the last forty years is plainly reflected in the individual German

here in Canada, who by his proverbial thriftiness and industry has built a home for himself and his family of which anybody in a similar position may be proud.

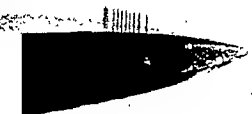
The professional, the workingman, and the farmer have been alike successful, a credit to their adopted country.

Home Interest.

If you, Mr. Reader, will take the trouble of looking about you and of watching what your German fellow-citizen is doing, you will have to admit that he is not lagging behind in the forward march to prosperity. One thing that will attract your attention when moving amongst the Germans is their home instinct, one of their chief characteristics.

Poverty and overcrowding, which destroys the homelife of some people, is unknown amongst the Germans, for his ambition is to own a home of his own and his trait is to develop a home under any circumstances.

"If asked who makes the most of life under distressing circumstances? who resists most stubbornly the levelling tendency? who knows best how to hold himself and drag others up to the ideal plane of the home? the palm must be awarded to the Germans," says a noted American writer. And it is this home-life which produces good citizens.



Germans Are Not "Foreigners"

It has been said by some narrow-minded people that the "Foreigners" in Canada must be taught to become Canadians, that is to say English Canadians, that they must give up their own languages and become body and soul thorough Canadians.

I claim in the first place that the Germans in Canada should not be classed with other nationalities as "Foreigners" in that sense of the word, which is being attributed to it, and which is certainly not meant to be a compliment. Everybody knows that the German is of good stock, of that stock from which the inhabitants of the British Isles themselves spring.

On the other hand, nobody will deny the fact that we Germans would indeed be bad Canadians if we could strip off our nationality and our German sentiments like a man laying aside his coat.



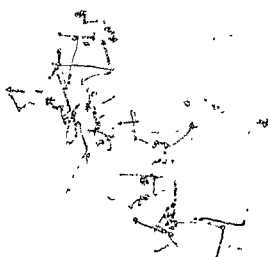
Why the German is Loyal to his Mother Tongue

Although we show allegiance to our adopted country, where we have come to earn our daily bread, and we concede superiority in good citizenship to no one, we claim the privilege of forming our family and social life according to our own ways. We wish to speak our language and listen to the interpretation of the Gospel in our mother tongue. And, last but not least, we prefer to be enlightened as to the affairs of the day and the current events through the medium of a newspaper printed in the German language.

Let me remind our English friends, who advocate the banishing from the schools of all languages except the English, that the knowledge of more than one language is an inestimable asset to any nation in this modern age of ours. And nobody has ever claimed that knowledge is a heavy burden.

But the German is intelligent enough to understand that one of the essential conditions for his success is the necessity of acquiring a knowledge of the English language. And he is by no means slow in trying to obtain that knowledge. It is a fact that no other nationality learns English as rapidly as the Germans. This may be due to the similarity in the two languages, as the English language contains more than six thousand words of German origin, which are being used in every day life. Thus the German-Canadian is thoroughly up-to-date and observes what is going on around him.

But at the same time he maintains allegiance to his own language and to the traditions of his forefathers—without prejudice to his Canadian citizenship and the part he takes in building up the country.



The Germans Favor Mixed Farming

The present high cost of living is, as far as the Canadian West is concerned, undoubtedly due to the fact that the bulk of the farmers, probably induced by the exceedingly rich soil, do not go to the trouble of trying mixed farming. Instead of raising poultry, hogs, sheep and cattle, they put their whole faith into grain growing. It may be that a few successful harvests put him on his feet, but on the other hand he may be ruined by placing all—so to speak—on one card, instead of securing a sure income by making profits out of all the various branches of agriculture, at least out of those for which his land is suitable. The reader knows that not only the Dominion Government, but also the Governments of the three Prairie Provinces are for obvious reasons advocating mixed farming. It is not difficult to persuade the German farmer to take this advice, the more so as he knows by experience—for he has seen it in his native country—that mixed farming is after all the only means of gaining sure success, even if this process may be somewhat slower.

And for this reason the German farmers are a very desirable and valuable asset to the farming population of the West. In the German districts of the Prairie Provinces one will see everywhere how the Germans favor mixed farming by raising not only all the different kinds of grain, but also vegetables, poultry, hogs, sheep, horses and cattle, the latter for the market as well as for dairying purposes.

The German as a Buyer.

While I have in the foregoing endeavored to picture the merits of my countrymen, trusting that this may be the means of a somewhat greater appreciation for them on the part of our English friends, I shall now try to convince them also of the possibilities which offer themselves to the business man if he will communicate with them in their own language through the medium of the German newspaper.

While future generations of our German-Canadians will undoubtedly adopt the English language, the business man of to-day has to reckon with the fact that the thousands of Germans in the Canadian West alone still adhere to the tongue which their parents taught them. And if he wants to reach them, if he wants to gain their confidence, he must talk to them in their mother tongue.

The farmer, the mechanic, artisan, the professional, and the business man, they all need the necessities of life, either on the farm or in the city, just like any other person. And they rely on their newspaper to tell them what is offered for sale.

Some Germans also read English papers, but I venture the statement—and I am absolutely convinced of it—that the German will prefer the goods of a manufacturer which are also advertised in his favorite German paper, simply because he sees that the advertiser is desirous of the German trade and that he recognizes the importance of the Germans.

Not Narrow-minded.

The German is not narrow-minded, he is not an adherer to old-fashioned ways, he is on the contrary thoroughly up-to-date, progressive, intelligent and a buyer of the very best.

He is Honest.

It has often been observed that in those districts in which the Germans are strong, business failures are very low in proportion to the population.

The Germans are one of the most upright people in the world and the sense of duty towards everything and everybody and more particularly towards creditors is strong in the Germans.

He is Thrifty.

Perhaps the most potent reason for trying to secure the German trade is their characteristic of thriftiness. There are

no German slums for the reason that the Germans always manage to have money.

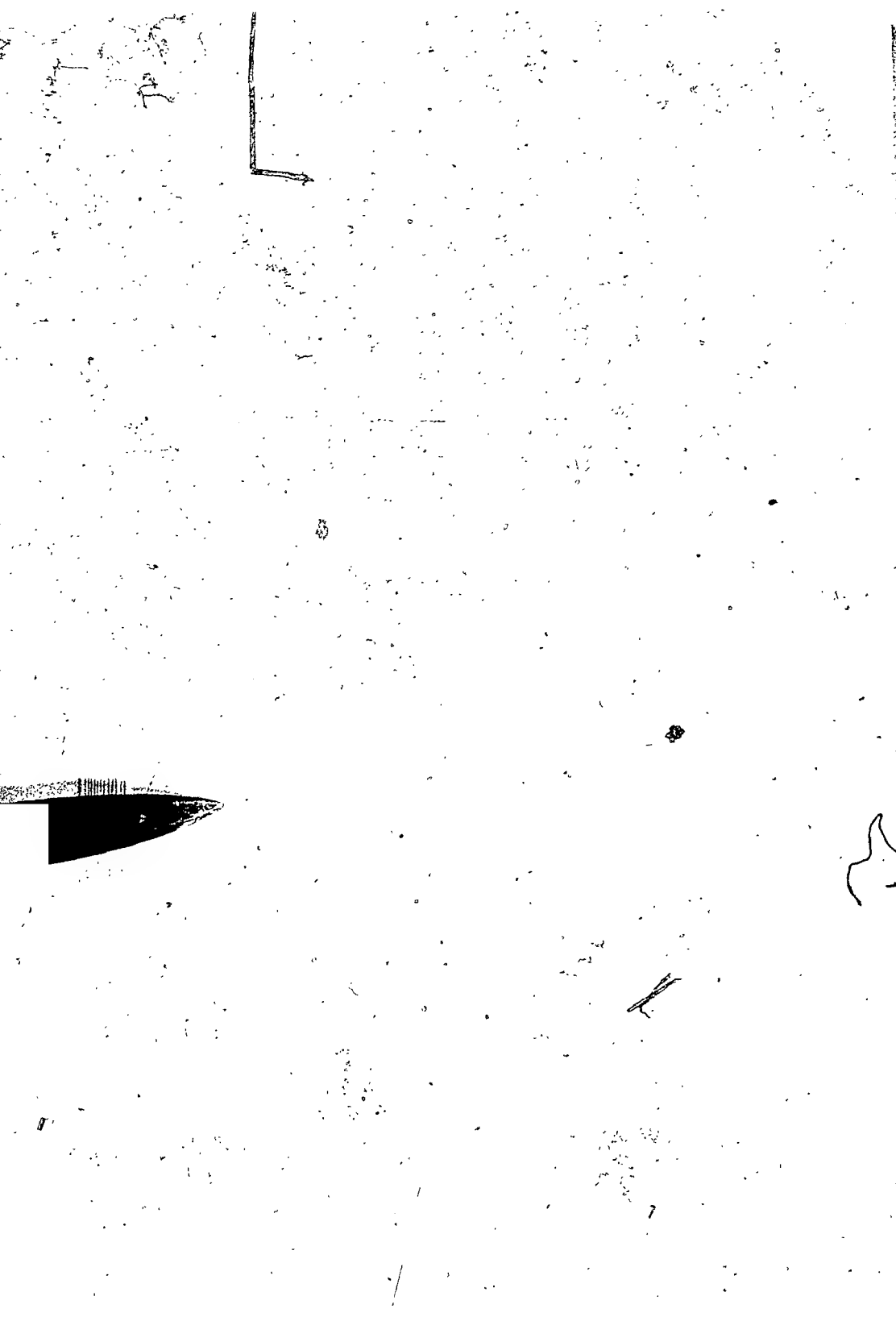
They have been called the most practical and hard-working race in Europe and the great bulk of Germans in this country are constantly employed and saving money.

They could not raise their proverbially large families and buy their usually large family needs unless they did work. And they pay for all they buy. Manufacturers and business men will bear me out in this. For their experience proves to them that they have no trouble in making collections.

He is Shrewd.

But while the German is willing to buy, he does not do so without first informing himself thoroughly as to the merits of the goods offered to him either directly or through his newspaper. He is a shrewd buyer and investor. But he buys and he invests, if the manufacturer or salesman has convinced him that his money will be well invested and that he will receive full value for his hard-earned cash. He believes in equipping his farm, his house, barns and stables with all the labor-saving devices he reads of.

And as a class the German farmer never has a poor year, because he does not depend on one product alone, he is a natural mixed farmer.



Clubs and Societies

Although the German is fond of his home, he nevertheless favors the development of social life in clubs and societies, which in some cases combine charity or mutual benefit with social intercourse.

Every large city or town in Canada with a sufficiently large German population has one or more German clubs. The oldest of these national societies, in fact one of the oldest in Canada, is the German Society in Montreal, which was founded in the year 1835 by a group of German residents of that city, who have long since been gathered to their fathers. This German parent Society was formed chiefly for the purpose of assisting German immigrants.

Montreal has to-day two other German clubs with a large membership. Toronto has four, Winnipeg five, while Berlin, Waterloo, Hamilton, Edmonton, Regina, Calgary, Vancouver, Victoria, etc., all have one or more German Clubs.

The immigrant who takes up his abode in the city invariably looks up these meeting places of his countrymen and receives much valuable advice and enlightenment.

When speaking about the German societies in the large business centres of Canada, one involuntarily thinks of the kind of people that make up the membership of those clubs. We find there that a considerable percentage are occupying prominent positions in the commercial life of this country.

We have in Montreal firms like Dörken Bros. & Co., Munderloh & Co., Koenig & Stuffmann, L. Gnaedinger, Sons & Co., F. Schnauffer, Montreal Quilting Co., J. Bourdeau & Son, Dominion Flower & Feather Co., Pollack Bros. & Co., Hupfeld Luedeking & Co., The Linde British Refrigerating Co., Hermann Zinsstag, etc.

In Toronto we have the celebrated piano manufacturers Nordheimer and Heintzmann and many other prominent business concerns like Nerlich & Co., Henry J. Peters, Simmers Co., Greef, Bredt & Co., A. Schnauffer, Fensterer & Ruhe, etc. In this way we could mention scores of German business establishments in Canada who represent considerable capital.

Population and Churches

Some advance sheets of the census taken in June, 1911, have been given out by the Dominion Government from which the enormous increase of the German population, especially in Western Canada, can easily be seen, as compared with the census of 1901.

Another of the Government publications shows that, while in the year 1901 the German Lutherans in Canada numbered 92,000, their number had increased to 230,000 in the year 1911.

As few Germans, immigrating into Canada, now settle in the East, it is plain that by far the greatest number has come into the Canadian West.

But the Germans are not all Lutherans (one-third of the population of the German Empire is Roman Catholic). There are at present nearly 45,000 Mennonites in the Canadian West and the number of German Catholics is estimated by the people who speak authoritatively on this point, to consist of about 50,000. Besides, many other denominations are adhered to by Germans.

The German Kalender, which is published annually by "Der Nordwesten" in Winnipeg, contains a list of all the German clergymen in Canada, including every denomination.

According to this list, which is revised for every new issue, there are more than 500 German clergymen in Canada. This alone would give ample proof of a large German population in the Dominion.



Canada's Population

According to Bulletin XIII of the Fifth Census of Canada, under the heading "Origin of the People," Table I, the Germans in Canada total 393,320, who are distributed among the provinces as follows:

Alberta	36,862
British Columbia	11,880
Manitoba	34,530
New Brunswick	3,144
Nova Scotia	38,844
Ontario	192,320
Prince Edward Island	550
Quebec	6,145
Saskatchewan	68,628
Yukon	412
Northwest Territories	5
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Total	393,320

The Germans in Canada

In order that the cosmopolitan character of the people of Canada may be fully understood, the figures taken from the Census Bulletin XIII are given.

Origins	1911	1901	Increase in 10 Years actual	per cent.
British total	3,896,985	3,063,169	833,796	27.22
English	1,823,150	1,260,899	562,251	44.59
Irish	1,050,384	988,721	61,663	6.24
Scotch	997,880	800,154	197,726	24.71
Welsh	24,848	13,094	11,754	89.77
Other	723	321	402	125.23
French	2,054,890	1,649,371	405,519	24.59
German	393,320	310,501	82,819	26.67
Austro-Hungarian	129,103	18,178	110,925	610.22
Austrian	42,535	10,947	31,588	288.55
Bukovinian	9,960	1	9,960	1
Galician	35,158	5,682	29,476	518.76
Hungarian	11,605	1,549	10,056	649.19
Ruthenian	29,845	2	29,845	2
Belgian	9,593	2,994	6,599	220.41
Bulgarian and Rumanian	5,875	354	5,521	1,559.60
Chinese	27,774	17,376	10,398	59.84
Dutch	54,986	33,845	21,141	62.46
Finnish	15,497	2,502	12,995	519.38
Grecian	3,594	291	3,303	1,135.05
Hindu	2,342	—	2,342	—
Indian	105,492	127,941	-22,449	-17.55
Italian	45,411	10,834	34,577	319.15
Japanese	9,021	4,674	4,347	93.00
Jewish	75,681	16,131	59,550	369.16
Negro	16,877	17,437	-560	-3.21
Polish	33,365	6,285	27,080	430.87
Russian	43,142	19,825	23,317	117.61
Scandinavian	107,535	31,042	76,493	246.42
Swiss	6,625	3,865	2,760	71.41
Turkish	3,880	1,681	2,199	130.81
Various	18,310	1,460	16,850	1,154.11
Unspecified	147,345	31,539	115,806	367.18
Total population	7,206,643	5,371,315	1,835,328	34.16

1 Included under the general term, "Austrian."

2 Included under the general term, "Galician."

3 Included half-breeds in 1901.

This table shows that after the English and French speaking people the Germans come next in number in Canada's population.

To this should be added:

Austro-Hungarians	129,103
Swiss	6,625
Russians	43,142
Dutch	54,986

Total 233,856

most of whom speak and read German.

It is therefore evident that the German speaking population of Canada amounts to more than 500,000!

Where They Are

It would be beyond the scope of this little booklet, would I attempt to give a minute description of all the German settlements of the Canadian West. Anyone acquainted with the Prairie Provinces knows the important part which some of the towns, villages and districts have been playing and are still playing in the development of this vast area for the benefit of everyone concerned. But everybody does not know what a considerable share in this development must be credited to the Germans.

In rural districts—I have said above that one-fifth of the farmers of the Canadian West are German speaking. But it is not only the population of the rural districts which have increased by German immigration.

In cities and towns—It is also the cities and towns and manufacturing places that have profited by it. I say “profited.” Every employer of skilled labor will bear me out, if I maintain that the German artisan, who has probably received a more thorough training in his particular line than any other laborer in the world, makes “the ideal mechanic.”

In Western Canada—But during the last few decades, in which the Canadian West has made such marvelous progress, a great number of towns and villages have sprung up along the routes of the various railways, the founding and building up of which the Germans have taken a prominent, in some of them, a leading part.

The German population of the City of Winnipeg (I am speaking of the “Germans,” not of the population of “Foreigners”) is estimated at about ten to twelve thousand. A large number of these are employed in the workshops of the Canadian Pacific and the Canadian Northern railways and the various other machine shops in the city. Other cities of the

West, like Regina, Calgary, Edmonton, Saskatoon and others have large German populations and welcome the German mechanic and artisan.

IN MANITOBA

We have in Manitoba towns, villages and districts, all of which have been turned by the Germans from waste land into progressive, thriving communities.

Manitoba

21 Subscribers and over

Gretna	Plum Coulee	Lowe Farm
Reinland	Winkler	Niverville
Rosenfeld	Steinbach	Ashern
Altona	Chortitz	Brunkild
Morden	Gruenthal	Greenland
Brown	Greenthal	Whitemouth
Haskett	Morris	Ridgeville
Halbstadt	Rosenort	Woodridge
Thalberg	Beausejour	Brandon
Emerson	Plumas	Winnipeg
Moosehorn Bay	Waldersee	
Hochfeld	Russell	

20 Subscribers and less

Kleefeld	La Salle	Norris Lake
Hochstadt	St. Pierre	Portage la Prairie
Oak Bank	Arrow River	Chatfield
Pigeon Lake	Birds Hill	Camper Station
Libau	Dugald	Deerfield
St. Quens	East Silkkirk	Lydiatt
Tranter	Erinview	Dickens
Otterburne	Hazelridge	Boissevain
Edwards Point	Inwood	Goodlands
St. Boniface	Lorette	Foley
Norwood Grove	Monominto	Greenridge
King Edward	Meadow Lea	Dominion City
Tyndall	Norwood	Gimli
Transcona	Rosewood	Cromwell

Colcleugh	Rosser	Brokenhead
Giroux	St. Daniel	Ladywood
Stony Mountain	St. Eustache	St. Adelard
Reaburn	St. James	North Star
Starbuck	St. Louis Guilbert	Meadowvale
Clear Springs	Shiperly	Sperling
Isles des Chenes	Stonewall	Scarth
Headingly	Teulon	Kruesburg
Plmmtton	Woodroyd	Horndean
Poplar Point	Lac du Bonnet	Altamont
Carman	St. Jean Baptiste	Balsam Bay
McTavish	Pine Ridge	Boultonville
Fairford	Letellier	Cabot
Prairie Grove	St. Joseph	Cypress River
Arborg	Stuartburn	Gypsumville
Sanford	Tolstoi	Fisher River
St. Andrews	Myrtle	Haywood
Middlechurch	Tenby	Beulah
Moose Horn	Dauphin	Dropmore
Mowbray	Grand View	Franklin
Narol	Glenlyon	Harrowby
Ness	Purple Ridge	Neepawa
Notre Dame de	Eli	Osborne
Lourdes	Fischers	Silverton Station
Point du Bois	Benito	Westbourne
Radway	Bowsman River	Arden
Scamo	Le Pas	Shellmouth
Shelley	Mafeking	Rivers
Sifton	Makinak	Sprague
Somerset	Ste. Rose du Lac	Vassar
Sturgeon Creek	Swan River	Spurgrave
Thornhill	Pierson	McGregor
Vincelette	Deloraine	Elkhorn
Willow View	Elgin	Burnside
Roland	Souris	Virden
Grass River &	Sinclair	Louise Bridge
Glenella	Millwood	

IN SASKATCHEWAN

But it is the Province of Saskatchewan that has the second largest German population of any of the provinces of the Dominion. You can find Germans scattered all over that province, ready to take their place in the ranks of all those who are desirous to further the interests of the country.

The Germans—and I suppose this also applies more or less to any other nationality—prefer, however, to settle in groups. Some of these German colonies have become very large in Saskatchewan and there are various districts where one can travel for miles and miles without hearing anything but German spoken.

Saskatchewan

21 Subscribers and over

Humboldt	Aberdeen	Dalmeny
Bruno	Warman	Langham
Laird	Waldheim	Borden
Regina	Nokomis	Lang
Vibank	Strassburg	Weyburn
Odessa Station	Lipton	Moose Jaw
Kipling Station	Southey	Grenfell
Stornoway Station	Nutana	Balgonie
MacNutt	Fenwood	Hodgeville
Langenburg	Quinton	Prussia
Jansen	Melville	Turnhill
Yorkton	Saskatoon	Rush Lake
Ebénézer	Rosthern	Morse
Killaly	Osler	Waldeck
Grayson	Dundurn	Neville
Leiberg	Hague	Herbert
Earl Grey	Avonlea	Swift Current

20 Subscribers and less

Lenora Lake	Canora	Medstead
Dead Moose Lake	St. Meinrad	St. Walburg

Hoodoo	Middle Lake	Maymont
Fort Pelly	Kuroki	Lizard Lake
Clarkboro	Leofeld	Great Deer
St. Gregor	Fulda	North Battleford
Vonda	St. Benedict	Rabbit Lake
Muenster	Dana	Fielding
Annaheim	Runnydale	Mervin
Kamsack	Wakaw	Birch Lake
Juill Lake	Invermay	Willowfield
Zorra	Ambles	Charlotte
Hepburn	Ashwood	Cut Knife
Wadena	Kermaria	Fort Pit
Petrofka	Meadow Bank	Glaslyn
Watson	Mikado	Glenbush
Carmel	Margo	Howell
Wilmont	Paswegan	Maidstone
Kelvington	Pilger	Onion Lake
Spalding	St. Phillips	Paynton
Veregin	Sheylin	Richard
Engelfeld	Verndale	Dudell
St. Hyppolyte	Kronau	Davin
Starview	New Holstein	Candiac
Prince Albert	Kathrinenthal	Stony Brook
Melfort	Francis	Montmartre
Star City	Sedley	Chering
Lost River	Tyvan	Beresina
Pelly	Fillmore	Churchbridge
Norquay	Forget	Saltcoats
Ridgedale	Heward	Dovedale
Tisdale	Hildebrandt	Marchwell
Valparaiso	Kisbey	Pennock
Crooked River	Rainton	Calder Station
Alameda	Redvers	Landestreu
Douglaston	Warmley	Bredenbury
Hirsch	Bender	Clova
Bienfait	Windthorst	Foam Lake
Marienthal	Baring	Copeland

Graham Hill	Wordsworth	Crescent Lake
Frobisher	Willmar	Gorlitz
Meridan	Lampman	Mulock
Estevan	Goodwater	Rothbury
Cateville	Cullen	Theodore
Oxbow	Browning	Candahar
Mount Green	Gladmar	Esk
Steelman	Webster	Viscount
Boscurvis	Radville	Guernsey
Carnduff	Edenland	Sheho
Dupuis	Colgate	Sutherland
Hill Crest	Daleview	Wynyard
Loweton	Kaiser	Meacham
Marconi	Maryfield	Cheviot
Roseview	Rossetti	Ebenezer Station
Taylor-ton	Kennell	White Sand
Antler	Silton	Colonsay
Wauchope	Holdfast	Tuffnell
Arcola	Tynecastle	Crescent Lake
Stoughton	Verna	Mariahilf
Lajord	Kendal	Esterhazy
Duff	Arelee	Rosetown
Hyde	Druid	Ardath
Tantallon	Narrow Lake	Laura
Drake	Vance	Plumbridge
Dysart	Allan	Vanscoy
Bulyea	Coblentz	Bonnie View
Wheatwyn	Punnichy	Chamberlain
Hill Farm	Clavet	Disley
Markinch	Birmingham	Lumsden
Last Mountain	Raymore	Craik
Abernethy	Venn	Findlater
Serath	Goodeve	Eildon
Cupar	Reford	Aylesbury
Bütterton	Gettysburg	Pemzance
Duval	Hubbard	Stalwart
Lanigan	Scott	Duck Lake

Lockwood	Kelliher	Clarks Crossing
Govan	Artland	Silver Grove
Elbourne	Unity	Davidson
Balcarres	Yarbo	Hanley
Lorlie	Zelma	Alvena
Fairy Hill	Garnock	Camberley
Arlington Beach	Landis	Fir Ridge
Headlands	Eigenheim	Fish Creek
Rocanville	Watrous	Mistawasis
Rosemount	Biggar	Dilke
Clapton	Brewer	Blain Lake
Naseby	Gerald	Big River
Macklin	Jasmin	Gillies
Grosswerder	Liberty	Shellbrook
Asor	Patience Lake	Chellwood
Salvador	Saxonhill	Marcelin
Ear Hill	Walpole	Sheep Creek
Englewood	Kindersley	Macoun
Denzil	Delisle	Midale
Luseland	Zealandia	Yellow Grass
Abnott	Alsask	McTaggart
Wilkie	Merid	Hitchcock
Drinkwater	Indian Head	Carrignan
Bryne	McLean Station	Gravelburg
Wilcox	Ormiston	Chaplin
Rouleau	Edenwald	Maple Creek
Bengough	Hednesford	Sandford-Dene
Corrins	Arat	Main Centre
Dahinda	Foxleigh	St. Boswells
Milestone	Little Woody	Hawkhurst
Halbrite	Wenaus	Alhambra
Hanson	Luella	Gull Lake
Ralph	Lebret	Glen Bryan
Roche Percee	Avonhurst	Pinto Creek
Romford	Bernard	Grismerville
Rushton	Blue Hill	Gooding
Weyburn	Collins	Forres

Khedive	De Maine	Linan
Ceylon Station	Deanton	Speyer
Parry	Ellisboro	Palmer
Ogema	Grace	Fox Valley
Forward	Hart	Courval
Pangman	Harptree	Schultz
Amulet	Lakenheath	Polson
Dummer	Northland	Schmidt
Fife Lake	Red Jacket	Kuest
Summerberry	Sintaluta	Brandonburg
Dew Drop	South Hill	Marx
Horefield	West Moose Jaw	Kramer
Moosomin	Wellbank	Deer Forks
Wapella	Elbow	Advie
Qu'Appelle	Boldenhurst	Antelope
Viceroy	Central Butte	Bigford
Willow Bunch	Marquis	Beverley Station
Limerick	Tugaske	Buffalo Head
Oakshafa	Fertile Valley	Burnham
Wolseley	Loreburn	Cactus
Pilot Butte	Lacordaire	Clinworth
Ada	Macrorie	Davis Creek
Broadview	Harrison	Deckerville
Ernfold	Maude	Stewart Valley
Fox	Mazenod	Valence
Illerbrun	Mortlach	Vanguard
Kelvinghurst	Neid Path	Waldville
Kincorth	Notre Dame	Wheat Valley
Lefleche	D'Auvergne	Woolchester
Lemsford	Point View	Main Centre
Maple Coulee	Sask. Landing	



IN ALBERTA

In Alberta we have large German settlements.

Alberta

21 Subscribers and over

Bruederheim	Irvine	Edmonton
Medicine Hat	Strathcona	Stony Plain
Walsh	Leduc	
Calgary	Wetaskiwin	

20 Subscribers and less

Vegreville	Metishow	McLeod
Chipman	La Pearl	Magrath
Northern Valley	Martins	Milk River
Beaver Hills	Ross Creek	Kipp
Fort Saskatchewan	Edson	Burdett
North Edmonton	Cereal	Barney
Mundare	Chauvin	Barrhill
Dewberry	Poe	Monarch
Good Hope	Irma	Twin Butte
Lamont	Jarrow	Iron Springs
Pakan	West Salysbury	Winnifred
Ranfurly	Rathmullen	Beaver Mines
Skaro	Fairacres	Bellevue
Vermillion	Chinook	BowBow Island
Zawale	Lethbridge	Burmis
Cadogan	Dry Fork	Coleman
Provost	Pincher Creek	Elcan
Rosenheim	Diamond City	Hillcrest
Hayter	Tabor	Lucky Strike
Hardisty	Grassy Lake	Maleb
Noble	Stern	Lake Thelma
Passburg	Carbon	Lavesta
Purple Springs	Acme	Lone Pine
Thompson	Beiseker	Ohrinville

Bankhead	Frank	Prairie Grange
Cochrane	Irrecona	Remby
Laggan	Reid Hill	Rocky M't'n House
Claresholm	Sheerness	Stauffer
Eagle Butte	Swallowell	Tröchu
Coleridge	Three Hills	Red Lodge
Granum	Didsbury	Gopher Head
Newburg	Ellerslie	Park Court
Elk Water	Water Glen	Golden Spike
Hand Hills	Carstairs	Bright Bank
Stoppington	Brightview	Fitzhugh
Langdon	Siebertville	Morinville
Pashley	Mayton	St. Albert
Hilda	Red Deer	Mewassin
Josephsburg	Neapolis	Inga
Thelma	Olds	Cardiff
Youngstown	Innisfail	Dusseldorf
Bassano	Evergreen	Wabanum
Reist	Usona	Entwistle
Carlstadt	Millet	Roydale
Cluny	Lacombe	Spruce Grove
Little Plume	Pilcox	New Sarapta
Schuler	Pokehasset	Graminia
Carnforth	Angus Ridge	Sunniebend
Dunmore	Bentley	Athabasca Landing
Gleichen	Big Valley	Clyde
Lindaufarm	Bismarck	Sawridge
Namaka Farm	Bowden	South Edmonton
Nanton	Buckhorn	Indépendance
Norton	Eagle Hill	Halfway Lake
Ozada	Garrington	High Vale
Staveley	Hillsdown	Lumford
Suffield	Hoblema	Paddle River
Sunnyslope	Hughenden	Pembina
Ray	Victor	Strome
Riviere Qui Barre	Endiang	Bawlf
Rossington	Clive	Edberg

Sangudo	Garden Plains	Bittern Lake
Tomahawk	Dowling Lake	Battle River
White Court	Fertility	New Norway
Woodbend	Coronation	Spring Lake
Wolf Creek	Copeville	Ferintosh
Peace River	Federal	Sycamore
Stettler	Gadsby	Bashaw
Halkirk	Lindsville	Camrose
Erskine	Munson	Gwynne
Botha	Sounding Creek	Lougheed
Solon	West Wingham	Mirror
Coralynne	Wheat Belt	Pleasanton
Castor	Wistle	Rosenroll
Rumsey	Drumheller	Sedgewick
Tinchebray	Mechche	



BRITISH COLUMBIA

The Germans in British Columbia are engaged successfully in fruit growing and mining.

British Columbia

21 Subscribers and over

Vancouver

Needles

20 Subscribers and less

Hosmer

Savona

Taft

Nelson

Three Forks

Canmore

Keremeos

Trail

Southhill

Fruitvale

Williams Siding

Vernon

New Denver

Victoria

Kelowna

Silverton

Armstrong

Burton City

Renata

Penticton

Salmon Arm

Deer Park

Merritt

Vancouver Heights

Fernie

Nakusp

Syringa Creek

Crescent Valley

Brouse

Coquitlam

Elko

Collingwood

Wilmer

Gerrard

Kamloops

Chinook Cove

Greenwood

Enderly

Abbotsford

Moyie

Mabel Lake

Arrowhead

Proctor

Mackinson

Noble Five Mine

Chilliwack

Lumby

Sapperton

Bosworth

Oak Bay

Rogers Pass

Chu Chua

Namu

South Fort George

Cranbrook

Naramata

Skeena River

Fort George

Mount Olee

Stewart

Fraser Mills

New Michael

Surge Narrows

Grand Forks

New Westminster

Tappen Siding

Grindrod

North Vancouver

Udeulet

Hardy Bay

Powell River

Wigwam

Hefley Creek

Prince Rupert

Woodward

Hill Crest

Reiswig

Yeomans



IN ONTARIO AND EAST

I have mentioned above the German settlements in Ontario and have especially named the city of Berlin in the county of Waterloo as the most prominent German community in Canada, but there are many other towns and villages—in that province, the names of which give ample proof that they have been founded by Germans. I only need to mention Hanover, Dresden, Breslau, Cassel, Heidelberg, New Hamburg, Cobourg, Neustadt, Hespeler, etc., etc.

Ontario

21 Subscribers and over

Toronto	Waterloo	Eganville
Berlin	Hanover	Pembroke

20 Subscribers and less

Kenora	Waldhof	Malcolm
Eagle River	Ottawa	Brodhagen
Dryden	Formosa	Steelton
Fort William	Desboro	Windsor
Edison	Hamilton	Breslau
Fort Francis	Arnprior	Warton
Keewatin	Zadow	Rankin
Norman	Stratford	Clifford
Superior Junction	Golden Lake	Conestoga
Vermillion Bay	Peabody	Heidelberg
Chalk River	Preston	Hespeler
St. Jacobs	Bridgeport	New Liskeart
Tavistock	Brockville	Nipigon
Neustadt	Chatham	Oakville
Ayton	Carleton Place	Pearl Lake
Elmira	Darce	Perth
New Hamburg	Dashwood	Bornholm
Germanicus	Delhi	Plattsville
Fisherville	Depot Harbor	Purdy

The Germans in Canada

Brantford	Dublin	Rainy River
Guelph	Elora	Renfrew
Graham	Englehart	St. Agatha
Galt	Fergus	St. Marys
North Bay	Foy Mount	Salem
Kingston	Gowganda	Salway
Cochrane	Northcote	Sault Ste Marie
Port Arthur	Hamden	Sprucedale
Clontarf	Leamington	Tache
Sebringville	Lindsay	Crosshill
London	Linwood	Watford
Alice	Maple Hill	Vanbrugh
Augsburg	Massey Station	Woita
Baden	Moltke	Wolfe
Bardsville	Missanabie	Elmwood
Billings Bridge	Massey	Flavel

Quebec

21 Subscribers and over

Montreal

20 Subscribers and less

Ladysmith

La Tuque

Portage du Fort

Schwartz

Laplaïne

Sherbrooke

Inlet

Ste. Rose

Shawville

Nova Scotia

20 Subscribers and less

Halifax

Spring Hill Mines

Stellarton

New Waterford

Kentville

Yarmouth

Chignecto

McKays Corners

Rivér Hebert

Sidney Mines

Invernes Mines

Reserve Mines

Old Bridgeport

New Aberdeen

Marble Mountain

Glace Bay

Caledonia Mines

The above list of post offices was taken from the mailing list of "Der Nordwesten."

"Der Nordwesten"

There are not only pioneers among men, there are also newspapers, especially here in the Canadian West, that have done pioneer work of priceless value. One of these pioneers is "Der Nordwesten."

Founded in the year 1889, this paper has kept pace with the progress of the West, and is to-day by far the largest German newspaper. And not only that, it is the largest newspaper in Canada among those publications which are being published in any other than the English or the French language.

"DER NORDWESTEN" IS A HOUSEHOLD WORD AMONG THE GERMANS. A FRIEND OF YOUNG AND OLD.

Ever since this paper was published the Canadian Government has used hundreds of thousands of copies of "Der Nordwesten" as the best means of showing to Germans in Europe and in the United States what opportunities offer themselves to the immigrant here. That is one pioneer work the paper has performed.

"Der Nordwesten" keeps thoroughly up-to-date and gives its readers in cities, towns and on the farms news and educational features which are liked and valued by the readers.

And when the German immigrant arrives in Canada, he is supplied with a copy of the latest edition of "Der Nordwesten."

Imagine his feelings when thus a welcome is extended to him at the very threshold of the new country which he is about to enter, where a strange tongue is being spoken and where he probably does not know a soul. He will devour the contents of the paper from beginning to end. And he forever

after retains a strong affection for this German friend that gladdened his heart at a time when he was filled with various emotions, with hope, with doubt and anxiety about his future.

Is it any wonder, therefore, that our German friends maintain allegiance to this paper? One part of them, because it probably was the means of their coming here, and others, because it was the first friend they met.

The position of "Der Nordwesten" is thus a unique one. A German will put more faith into the truth of a news item if he reads it in "Der Nordwesten" than he would into a dozen English newspapers, even if they stated the very opposite, because "Der Nordwesten's" columns are carefully edited.

The German is not diffident by nature. But he is, as is the case with many people, I presume, more easily convinced of the merits of a thing or an article, if these are being placed before him in his own language by his own newspaper. Probably not altogether for reasons of sentiment, but also, because he understands it quicker and better, however good his English might be.

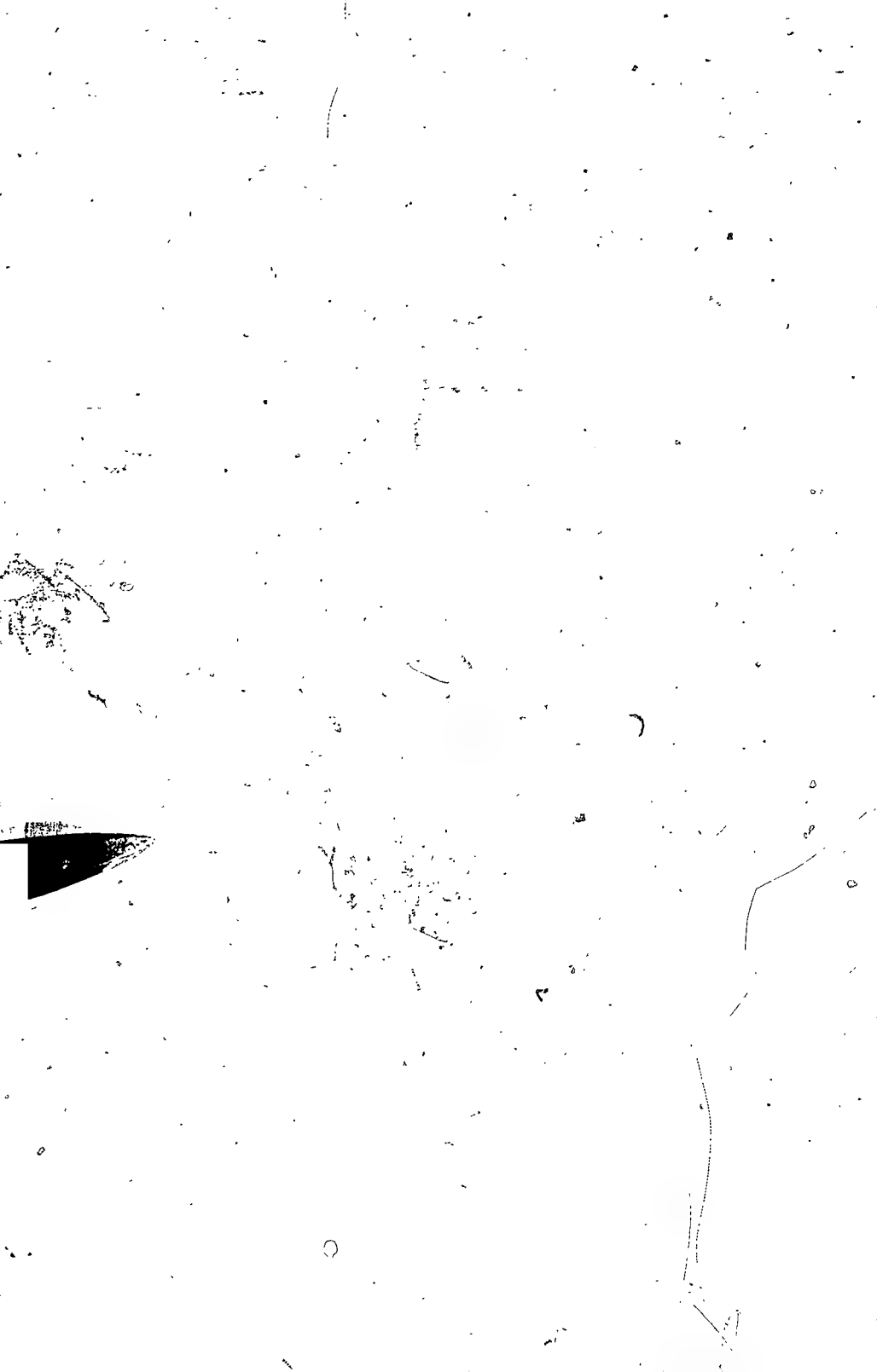
And there is one strong point which I wish to emphasize, and that is—The German loves his paper, because it is the one link that keeps up the connections with his native country, his native place, his language and all memories of former days. And the reading of his paper is the one tribute of loyalty, which is widely prevalent among Germans.

The Policy and Standing of "Der Nordwesten."

The policy of "Der Nordwesten" has always been and is to advance the interests of the farmer and the workingman. That is one more reason, why the farmers adhere to this paper.

The columns of "Der Nordwesten" are carefully edited and only reliable news furnished.

The unique position which "Der Nordwesten" holds in the newspaper field is also verified by the fact that it caters to all classes of people, to the farmer, the artisan, the housewife, the business man, the churches, societies and the clubs. And thus it has come about as a natural consequence that "Der Nordwesten" is to-day the official organ of the Consuls of Germany, Austria-Hungary, Russia and Switzerland, of all the German speaking clergy, of the German clubs and societies and of those municipalities with large German populations.



Plain Talk to Advertisers

Every year finds more and more advertisers realizing what a productive field the German newspaper "Der Nordwesten" has. And an advertiser cannot help but be impressed by the purchasing power and influence the German speaking people in Canada possess. Especially is he surprised to find that the German standard of living is higher than he thought.

The Germans (and by that I mean people that speak and read German) in the cities are mostly all employed in industries, they are all skilled workmen, due to their early training. They are earning good wages and spend their money for better living as fast as our Canadian and American goods and standards are brought to their notice.

Their income is above the average, due to their skilled work. The majority are living in their own homes, which is the centre of the German social life.

In a German home you are always welcome and are surprised to find an "old-fashioned" hospitality in things to eat and drink. Besides, the furnishings of the homes are equal to any and superior to many English speaking homes.

The Germans in the country—on the farms—are surprisingly successful. Years ago they homesteaded—most of them—and to-day they own farm lands by the hundreds of acres.

The land was well chosen—has been intelligently tilled every year—the crops and stock they raise are of the best—and for a German farmer it is second nature with him to grow richer every year.

But he does not hoard his money, instead, every year his house, barn and farm equipment and stock is improved and added to.

The question of farm labor affects the German too, but not so much as most English speaking farmers—because the German surrounds himself with a large family and besides he does not hesitate to purchase labor-saving devices, once he knows of them.

Manufacturers in all lines should—if they are desirous of securing the German business—invest at least \$100.00 of their advertising appropriation every year with the German newspaper "Der Nordwesten."

Systematic advertising to the Germans never fails to produce results. Because the readers of "Der Nordwesten" have (at least this applies to most of them) no other paper to read—no other means of learning what is being offered for sale. Naturally, then, they respond readily to the offers made them through the columns of "Der Nordwesten."

We can refer to many advertisers of "Der Nordwesten" who claim that the cost per enquiry or sale is as low or lower than any other publication they use.

This is a bold statement to make, but you can prove it any time by taking space in the paper.

REASONS SOME ADVERTISERS GIVE FOR NOT USING "DER NORDWESTEN"

"We are not equipped to handle the German business."
"Can't read or write German." "Catalogs only in English."

Our answer is—Of course not, because you have never realized how immense the business of the Germans is. You have never helped to increase it—but if you will go as hard after the German trade as you do after the English trade, you would gladly take on German speaking salesmen, as well as print a German catalog.

Many firms have and are doing this and they are getting the business—because it is there to be had.

"Der Nordwesten" translates letters, etc., for advertisers free of charge and co-operates in every way with them.

Those firms that rely on direct results from their ads can easily make their investments in the German paper pay, provided what they have to advertise is something the Germans need or can be shown that he should have it.

For instance—clothing, groceries, house furnishings, farm equipment, implements.

Most English catalogs are "picture albums" and it is easy for a German to make out the English description of the article when it is illustrated. Besides, in almost all German families the children are taught English in the schools and they can interpret for their parents.

Many advertisers take space in publications to secure enquiries principally—depending upon their agents and salesmen to make the sale.

Here is where it pays too, and is a priceless help to salesmen calling on German farmers, because "Der Nordwesten" will already have posted the German in his own language through the ads on the merits and uses, etc., of the advertised article.

There is another class of advertisers who want the readers to become familiar with a trade-mark and go to the store and buy the article by name. The German newspaper is indispensable to these advertisers, because in no quicker or cheaper way can an advertiser educate the German buyers and make known the articles that are "on sale at all dealers."

Another Objection Some Advertisers Make.

"Our appropriation is small and does not allow us to use all the English publications we would like, therefore we cannot include "Der Nordwesten."

Our answer is—You are after the most for your money. Papers with larger circulations are not always as productive—when the cost is considered. What you are interested in is results at as low a cost as possible. "Der Nordwesten" is doing this every week for its present advertisers, and it will do it for you too. "It is not so much how many people SEE an advertisement, the vital point is, how many people RESPOND to it."

"Der Nordwesten" has its own field—the German speaking people, mostly in Western Canada—and about 70% are farmers.

It is a weekly, and being in most cases the only paper read, it is certain your ad and all other ads besides the news is going to be not only seen but read too.

Therefore, if you want to get the most for your money, you should—no matter how small your appropriation—include "Der Nordwesten."

"Der Nordwesten" carries more advertising every year and its circulation is increasing. From 16 to 24 pages are printed, but it takes so long—almost all week—to run it off that we have ordered a new 10-page Duplex press at a cost of about \$10,000.00. When it is installed, more pages will be printed and more advertisements will be accepted. At present we are many weeks compelled to refuse ads owing to lack of space.

This booklet is our first invitation to you to consider the possibilities that await you amongst the thousands of Germans in Canada.

It will not be our fault if you fail to appreciate the German trade that awaits you.

And by using the German newspaper you show the Germans that you consider them of sufficient importance to recognize them by talking to them through the columns of their paper.

Another fact you should remember. Everyone of the Canadian Advertising Agencies and many of the American agencies are sending us business regularly and at our regular rates.

To-day we are getting a fair share of the advertisers that are using Western Canadian publications, still, we will have room for more, when our \$10,000.00 press is ready to run.

Besides publishing "Der Nordwesten," we do the bulk of the German printing in Canada, as we are the largest German print shop.

Not only that, we have a well equipped English print shop too and we are—although not the largest—still we are so big that we get a big share of the English printing too—and what is important, the service and quality of the work we turn out is such that we get repeat orders.

It is a well known fact that German printers are above the average, due to their long and careful training while learning the trade in Germany.

We want more advertisers in the following lines of business:—

Farm and Garden Tools
Mechanics' and Artisans' Tools
Agricultural Implements.
Metal Products
Concrete.
Stoves and Ranges
Wire Fence
Building Material
Furniture
Household Goods.
Food Products
Groceries
Jewelry
Wearing Apparel
Soaps and Toilet Articles
Banks
Trust Companies
Insurance Companies
Steamship Companies
Breeders of Cattle, Horses, Sheep, Pigs, Poultry, etc.

and hundreds of other articles that are required on the farm and in the home.

Conclusion

And now, Mr. Reader, one word in conclusion: You, or probably your parents, and I have come here to assist in building up this great country. You are as ready as I to put your shoulder to the wheel. But success only comes by a united effort. An old Latin proverb says: "Concordia res parvae crescunt, Discordia maximae dilabuntur." And this concord can only be accomplished if we try to understand each other better. There is no nation, no race in the world, which has not some good characteristic, some virtue, which may teach a silent lesson to others.

The different nationalities which form the population of this Dominion of ours, must all assimilate some day, just as the early inhabitants of the British Isles had to assimilate, each in their turn, with the Norsemen, the Danes, the Saxons and the Normans, and undoubtedly the good qualities of each of those nationalities have made the British Empire of to-day.

We are about to repeat a similar experiment here in Canada. But we can only reach that goal if we appreciate and try to understand each other better!

